



# NEWS



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**FOR IMMEDIATE RELEASE**

March 23, 2011

11-08

**COMMON ROADS, COMMON SENSE**

*Federal grant to help CHP save lives through education*

SACRAMENTO, Calif. – California’s moderate temperatures and year-round good climate, make the state a prime location for motorcycle enthusiasts. With millions of drivers sharing roadways with the state’s 1.2 million licensed motorcycle riders, it’s important for everyone operating a motor vehicle to exercise common sense.

“Motorcycles are a joy to ride,” said California Highway Patrol (CHP) Commissioner Joe Farrow. “However, they are more vulnerable on the road because they don’t have the luxury of protection like other motor vehicles.”

According to recent data from the Statewide Integrated Traffic Records System (SWITRS), in 2009, California experienced its first decrease in the number of fatal and injury motorcycle-involved collisions in five years. SWITRS data also indicates a roughly 28 percent drop in the number of motorcyclists killed, and an 11 percent reduction in the motorcyclists injured.

To continue this downward momentum and increase traffic safety and awareness among all motorists, the CHP will implement a grant-funded, statewide public awareness and education campaign called *Common Roads, Common Sense*.

“The CHP is committed to developing and promoting traffic safety programs and awareness campaigns that help save lives,” said Commissioner Farrow. “Throughout this year, we will continue our efforts in reducing motorcycle-involved collisions by creating motorist awareness.”

The *Common Roads, Common Sense* campaign will run statewide; however, specific attention will be paid to the top 10 counties in California where motorcyclist fatalities and injuries occur: Los Angeles, San Diego, Orange, San Bernardino, Riverside, Sacramento, Alameda, San Francisco, Santa Clara and Contra Costa. Educational efforts will continue through September 30, 2011. Reducing motorcycle collisions is a part of California’s Strategic Highway Safety Plan, a statewide roadmap to reduce traffic-related fatalities.

Funding for this program was provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

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